


# AKBAR B H

Experienced with 15 years of success in the Tools industry with a focus in pre-sales & post-sale support. Possess deep technical acumen along with excellent communication and negotiation skills to close deals and drive sales achievements. Known for ability to support Sub dealers and customers as a technical advocate throughout the entire sales process.

## CONTACTS

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## SKILLS

Sales Management  
Interpersonal Skills  
Adaptability Problem  
Time Management  
Business Development  
Market / Competitor Analysis  
Problem Solving  
Network Development  
Communication Skills  
Channel Management  
Training & Development  
Client Relationship  
Team Handling / Management  
Creativity / Work Ethic  
Proficiency with Microsoft office suite

## HIGH LIGHTS

Achievement oriented professional with expertise in forecasting sales targets & driving sales initiatives to achieve business goals and managing frontline sales team to achieve the same.

Skilled in managing teams to work in sync with corporate set parameters & motivating them for achieving business and individual goals.

Develop and maintain close professional relations with potential customers to attain company sales goals.

Sales and marketing Strategies study, worked on various promotional schemes, as per understanding the demand of dealers, sub dealers & retail consumer.

## PROFESSIONAL EXPERIENCE

### **Makita Power Tools India Pvt Ltd**

Bangalore, Karnataka

Dec - 2018 Present with Makita Power Tools India Pvt Ltd,  
Sr.Sales Engineer - Karnataka

*Development of Sales Network through Channel partners, Sub Dealers, Hardware Suppliers and Hardware retail stores.*

*Analyzing marketing trends & tracking competitor's activities and providing valuable inputs for product enhancement and fine tuning sales & marketing strategies.*

*Identifying, developing & closing new sales opportunities by acting as the primary interface for all products & services, and generating demand for the organization's products and services by raising their profile with customers. Building & expanding strategic relationships to ensure a high level of satisfaction, increased revenues and ensuring repeat business.*

*Defining roles, responsibilities and skills for each in the dealer organization to have a common understanding and unique responsibility.*

*Formulating and implementing new ideas to make the Dealership better geared to handle rising customer expectations.*

*Independent handling of a comprehensive market segment research to understand existing and future segmentation of power tools & Power tools accessories market*

*Managing direct and indirect sales of Power Tools and accessories in the assigned territory.*

*Achieve the sales & Service goals with profit making scenario.*

*Marketing of products through exhibitions and road shows and there by attracting new customers and developing the market.*

*Skilled in formulating strategies to achieve market expansion & growth, by aligning to market requirements, excellence in evaluating client requirements, and delivering strategic solutions to complex sales, account management, and business development environments.*

*Analyzing complex scenarios and using creative problem-solving to turn challenges into profitable opportunities.*

### **Ratnagiri Impex Pvt Ltd (OleoMac, Agrimate, Kasei)**

Bangalore, Karnataka

Sep - 2015 - Nov 2018

Sales Engineer – Tamil Nadu

*Assessing sales effort & performance of dealer/distributor staff through sales incentives & motivational programs and interfacing with Government Department Heads to ensure new subsidy schemes / sales projects implementation.*

*Establishing & safeguarding strong working relationship with clients (Distributors/ Dealers/ Sub Dealers/ Government Departments/ Farmer Groups/ Retail Store Managers and Field Staffs) within designated territory.*

## LANGUAGES

### **English**

*Full Professional Proficiency*

### **Tamil**

*Full Professional Proficiency*

### **Malayalam**

*Full Professional Proficiency*

### **Kannada**

*Full Professional Proficiency*

### **Hindi**

*Full Professional Proficiency*

## EDUCATION

### **Bachelor of Business Administration**

*KSR College of Arts and Science  
Tiruchengode, Tamil Nadu - 2004*

## ACHIEVEMENTS

### **Appointed New Dealers**

*Appointed new dealers for power tools and accessories*

### **Closed a deal for Auto Level tool**

*Upsold the most premium Auto level tool worth Rs.1.4Lakh, JSW Steel Ltd*

### **Closed a deal for Professional High Pressure Washer**

*Professional High pressure washer worth Rs.1.5Lakh, Kirloskar Systems Ltd*

### **Closed a deal for Professional High Pressure Washer**

*Professional High pressure washer worth Rs.80k, IAF*

### **Closed a deal for Professional Lawnmower**

*Professional lawnmower worth Rs.75k, Indian Oil*

### **Closed a deal for Professional High Pressure Washer**

*Professional High pressure washer worth Rs.70k, Hyundai Motor India Ltd*

### **Closed a deal for Professional High Pressure Washer**

*Professional High pressure washer worth Rs.80k, FTR HQ BSF*

*Identifying and networking with prospective clients generating business from existing accounts and achieving profitability and increased sales growth.*

*Adding Dealer and Sub-Dealer for Product Display and sale.*

*Demonstration of the Tools & Accessories at customer field. Following up with customer by Phone, and direct visit.*

*Preparation of Monthly Sales Plan, Travel Plan, Collection Plan and ensuring the implementation of the same regularly.*

*Contacted and communicated with customers to identify needs, address questions, and set appointments.*

*Identify the prospects & giving the detailed information about the Tools.*

*Collecting information about competitors, and doing promotional activities to improve sales.*

*Monitor customer preferences to determine focus of sales efforts.*

*Confer with potential customers regarding equipment needs and advise customer on types of equipment to purchase.*

*Provided customer service by answering questions and solving problems for customers as well as sales.*

*Established and maintained materials relating to sales and knowledge of current products.*

### **Eco Tech Solutions**

*Bangalore, Karnataka*

*(Authorized Dealer for Bosch, Makita, Lieca, Kisan Kraft)*

*Lovato Auto Gas Italy (Distributor for south India)*

*Aug - 2007 - Aug 2015*

*Sales Executive - Karnataka & Tamil Nadu*

*Responding to the Enquiries received through phone, email, customer referrals, and industry referrals.*

*Hands on experience with sales or customer interaction experience*

*Effective oral communication skills to identify customers need and convince Communicate with the customers via email to inform them of new products features promotions etc.*

*Handled the telephone orders quickly courteously and helped the customers with technical support.*

*Provided customer service by answering questions and solving problems for customers as well as sales.*

*Answer internet leads within the stores required time and email product information with pricing.*

*Identify the prospects & giving the detailed information about the Tools.*

*Meeting Dealers / Authorized fitment centers / Customer every month, updating information about new Tools & Equipment's*

*Confer with potential customers regarding equipment needs and advise customer on types of equipment to purchase.*

*Communicate with the customers via email to inform them of new products features promotions etc.*

*Handled the telephone orders quickly courteously and helped the customers with technical support.*

*Provided customer service by answering questions and solving problems for customers as well as sales.*

*Worked diligently and efficiently to find a resolution to the caller's concerns while maintaining a professional persona.*

*Answered internet leads within the stores required time and email product information with pricing.*